



International Training
Center Paris

TRAINING SCHEDULE



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HANDLING OBJECTIONS AND REJECTIONS

Overview:

The Handling Objections and Rejections training program is designed to provide sales professionals with the skills and knowledge necessary to handle objections and rejections effectively. The program will cover a range of topics, including identifying common objections, understanding the psychology of objections, developing effective responses, and building rapport with customers.

Objectives:

- Identify common objections and understand the psychology behind them
- Develop effective responses to objections and rejections
- Build rapport with customers to increase the likelihood of success in handling objections and rejections
- Improve overall sales performance and increase customer satisfaction

The training program will include lectures, case studies, group discussions, and practical exercises. Participants will have the opportunity to apply the concepts learned in the training program to real-world sales scenarios. By the end of the training program, participants will have the skills and knowledge necessary to handle objections and rejections effectively, build rapport with customers, and improve their overall sales performance.

Targeted Groups:

- Sales representatives managing objections
- Business development professionals addressing rejections
- Account managers overcoming sales barriers
- Entrepreneurs focused on objection-handling strategies
- Professionals seeking to convert objections into opportunities

Planning:

Day 1: Introduction to Objections and Rejections in Sales

- Understanding the importance of handling objections and rejections in sales
- Common objections and reasons for rejection
- The psychology behind objections and rejections

Day 2: Building Rapport with Customers

- Developing rapport with customers to prevent objections and rejections
- Techniques for building rapport with customers
- Best practices for developing a relationship with customers

Day 3: Understanding the Psychology of Objections

- The psychology behind objections and rejections
- Identifying the underlying reasons for objections
- Developing effective responses to common objections

Day 4: Responding to Objections and Rejections

- Techniques for handling objections and rejections
- Developing a framework for responding to objections
- The importance of active listening in responding to objections

Day 5: Overcoming Objections and Rejections

- Best practices for overcoming objections and rejections
- Strategies for turning objections into opportunities
- Techniques for closing sales after handling objections and rejections